REQUEST FOR PROPOSAL (RFP)

on

Chatbot Development for HKSTP

[Ref no: CDD-MPE-CHATBOT-2018]

January 2018
Contents

1. Project Objective ............................................................................................................. 2
2. Scope of Services ................................................................................................................ 2
3. Project Deliverables ........................................................................................................... 4
4. Terms and Conditions ........................................................................................................ 5
5. Payment Terms .................................................................................................................. 8
6. Selection Criteria ............................................................................................................... 8
7. Submission of RFP ............................................................................................................. 9
8. Project Schedule ............................................................................................................... 11
9. Enquiries .......................................................................................................................... 11
10. Declaration ....................................................................................................................... 11
11. Anti-collusion .................................................................................................................. 11
APPENDIX 1- QUOTATION TABLE .................................................................................. 13
1. Project Objective

The objective of this project is to provide an online chatbot for HKSTP so as to provide more comprehensive customer service support to Hong Kong Science Park (HKSP) tenants and visitors.

The chatbot will be the first ever artificial intelligent online tool for answering HKSP’s enquiries. Real-time response to users’ questions shall be supported by the chatbot, including questions like location of venues, events’ details, transportation information, etc. It is believed that workload of HKSP’s Customer Service Counters shall be significantly reduced upon full-launch of the chatbot.

2. Scope of Services

The selected service provider is required to provide the following services until the project is completed to a satisfactory level as approved by HKSTP.

i) Chatbot Development

- Facebook Messenger should be the platform of the chatbot.
- Below features have to be supported:
  - Set up of Natural Language Processing (NLP) service for Cantonese, Mandarin/Putonghua and English.
  - Training of an NLP service on basic expressions
  - Handle Frequent Ask Questions (FAQs) which are related to HKSP, at least 1000 questions and answers (Q&A) must be handled. [Draft of the FAQs to be provided upon request]
  - Text, picture, hyperlink, video and PDF are supported and displayed as answers
  - News / updated information hosting, such as events’ information and FAQ updates.
  - Friends’ sharing
  - Connect to HKSTP’s event promotion materials, including eDMs.
  - Activity log of user activities
- The chatbot needs to be able to read and display Traditional Chinese, Simplified Chinese and English.
- Able to understand Cantonese, Mandarin/Putonghua and English.
- Support speech to text handling.

ii) NLP Engine Training & Service

- Following jobs related to NLP service should be handled by the service provider,
- Training of a NLP service. (For service provider who is able to share existing NLP database, training of NLP service on top of existing data is needed).
- Handle customers’ enquiries which are related to HKSP’s premises, transportation, admission, restaurants, events, carpark, club house, shops, etc.

iii) UX & UI Design

- Service provider must be responsible for chatbot UX & UI design of which below jobs shall be covered,
  - Wireframes & Flow design for:
    (i) Chatbot Conversation UI (CUI)
    (ii) Art directions

iv) Project Management

- Service provider of this chatbot project shall liaise with HKSTP staff and/or HKSTP outsourced vendors for the entire project implementation so as to ensure quality outcome and achieve target schedule.
- Consolidation of all necessary information by service provider is required.

v) Administration Portal

- The objectives of building the administration portal are to support future update of questions and answers of the chatbot and to assist in future HKSTP event information update.
- Required to be supported features should be covering below,
  - Support multiple authority users, including administrator, HKSTP staff, assigned parties / agents
  - Push news / information to users manually or by schedule jobs
  - Panel for creating new events and event updates
  - Panel for new conversation intents and entities
  - Dashboard for user activities review
  - Interface with HKSTP CRM systems for company directory update
- Two user training sessions of administration portal have to be provided.

vi) Server Hosting (Optional)

- Servers are hosted in Cloud platform and under HKSTP subscriptions in Microsoft Azure. The provision would be a Platform-as-a-Service (PaaS). Should the service provider require other infrastructure provision or cloud provider such as Google or Amazon, please detail it in the proposal and provide comparison and justification. The vendor should also provide the estimated operating cost for reference if other cloud platform proposed.
- Server specifications, including server types, CPU socket, memory, hard disk details, etc., are required to be highlighted in Technical Proposal.
vii) **Maintenance Service**

- The contract should include the first year support and maintenance. The period should start after the final phase go live.
- During the maintenance period, the service provider shall provide application software support including troubleshooting, problem fixing and application usage enquiry.
- The service provider is also responsible for deploying necessary fix/patch for the used server software, e.g. Web Server, Application Server, A.I. Server, etc., if applicable.
- The service provider selected from the RFP shall act as a single coordinator for issues related to operational problems of the chatbot and be required for identifying and coordinating with other vendor(s) to resolve such problems.
- The vendor should have an office presence in Hong Kong and a LOCAL support team for future support and maintenance.
- For the support service, it should provide off-site (unlimited telephone and email service call, and remote access) and on-site support if necessary. The service provider shall elaborate the details about the support and maintenance service model for reference.
- The vendor shall provide a profile of the proposed support team and show clearly the support and maintenance approach.

3. **Project Deliverables**

For this project, it needs to provide a full set of system and project management documentation in additional to the program source code on customization / program executable / system setup & installation, etc. as deliverables. The documentation should at least include but not limited to the following,

i. Project schedule updated in bi-weekly basis
ii. Technical architecture and infrastructure design specification
iii. Functional specification
iv. Data dictionary
v. Application administration portal guide (for system administrator, e.g. user id creation, system-wide parameter setup, etc.)
vi. User guide for Administration Portal
vii. User training sections and training material for Administration Portal
viii. User acceptance test plan, specification and results
ix. System performance test plan, specification and results
x. Post implementation review report
xi. Chatbot front-end source code to the system

The softcopy of documentation should be in either Microsoft Office 2003 or above or PDF format. After project implementation, the vendor should provide CDs (Compact Discs) or DVDs (Digital Video Discs) or USB Flash Drive containing the softcopy of the full set of documentation.
The source code should be checked in to HKSTP’s Team Service by Microsoft. If the vendor has another source code management, an access right should grant to HKSTP. However, HKSTP prefer to own the source code repository.

4. Terms and Conditions
   a. Proposal Scope
      Service provider is requested to bid on complete scope and submit the fixed price for the total solution; and no alternation of price afterwards will be considered or accepted.
   b. Services Appointment
      HKSTP will evaluate proposals in strict confidentiality. Service provider acknowledges that HKSTP may select at its sole option to accept all or any item or items of the service provider's offer and that HKSTP has sole discretion whether or not to accept any of the service provider's proposals irrespective to its prices.
   c. Formation of Contract
      Unless and until the original Purchase Order has been issued by the HKSTP in related to this RFP, there is no contract between HKSTP and any service providers who submit the proposals.
   d. Liabilities
      The service provider shall be liable for any damage to or loss of property; and any injury to or deaths of the agent's employees during the course of the Service.
   e. Green Policy
      For environmental protection, the service provider should endeavor to minimize any negative impact on the environment. Wherever possible, recycled/recyclable and reused/reusable materials should be used. Energy consumption and waste should be minimized.
   f. Intellectual Property Rights
      The intellectual property rights of all works including program source, graphics and artworks, and materials produced such as photography and text, etc. in the course of production shall be vested in and belong to HKSTP. The service provider will be required to handover the editable source file including program source, artwork, graphic, text, font and technical drawing, system specifications, database to make the overall design to HKSTP.
   g. Equal Opportunities
      The service provider needs to be fully aware of the needs of the people with disabilities when providing the service. The requirements and advice of the Equal Opportunities Commission should be observed.
h. Application Security
The vendor is responsible to conduct web application security assessment, rectify its findings and present the result to HKSTP before production go-live date. The assessment should at least cover the latest version of OWASP Top 10 (e.g. SQL injection, Cross-site scripting, etc.). HKSTP may also conduct its own security testing (or employ third party consultant to conduct security assessment) and the vendor is responsible to fix any identified problems before production go-live.

HKSTP employed web-application-firewalls (e.g. Azure Application Gateway, Fortiweb, etc.) for web applications. The vendor is responsible to ensure that the web application can function properly behind web-application-firewall and make any necessary changes to applications. If application changes cannot be made, the vendor is responsible to work with HKSTP’s IT team to fine-tune the web-application-firewall rules to secure the web-application.

All data transmitted between client devices and servers (data-in-transit) must be encrypted. The digital certificate will be provided by HKSTP but the deployment should be done by the vendor.

All confidential data (e.g. personal data, CV, bank account numbers, etc.) shall be encrypted at rest.

Any payment information (e.g. credit card number, etc.) shall never be stored anywhere in the system (this include database, temporary files and logs, etc.).

Passwords shall never be stored as plaintext, nor reversible cipher, anywhere in the system (this include database, temporary files and logs, etc.). Hash algorithm used should be salted and comply with the prevailing best practice (e.g. MD5 and SHA1 are already not acceptable).

The vendor’s proposed solution should comply with HKSTP’s IT Security Policy, HKSTP’s Password Management Standards and Hong Kong’s Personal Data (Privacy) Ordinance. Other good security practice is always appreciated.

i. License
The vendor should specify the license type(s) and calculation method. For example: per server license, per user license, perpetual license or annual software subscription, etc. The vendor should also project the annual maintenance cost for FIVE years.

HKSTP prefer to own the source code with the right to modify and use but not include selling or redistribution.
j. **Server Software and Security**

If vendor propose any virtual servers (i.e. not Azure PaaS), the vendor is also responsible for the application software patching, security fixing and other maintenance tasks to the virtual servers. During the maintenance period, the vendor should ensure their solution is compatible with the latest Microsoft security bulletins and advisories (known as Patch Tuesday), in which the vendor should deploy monthly.

If the version of the used technology is obsoleted or out-of-supported by the manufacturer during the maintenance period, the vendor is responsible for migrating the system to a version with manufacturer’s support. For example, if the system is designed for IE10 but Microsoft has announced it was end of support in 2016. Vendor should help to migrate the system to latest browser.

The solution requires at least TWO environments, UAT and Production. The vendor should design the architecture and configuration for each virtual server and follow the following guidelines:

- i. All Internet facing servers should be located in DMZ and should not have database, or any other format of data collection, which contain personal data or classified information.
- ii. Database should be located in trusted network zones which have internet browsing denied by default.
- iii. It is not recommended to have any endpoint, e.g. users’ workstation, to access the database server directly, except authorized endpoint for maintenance and troubleshooting.
- iv. User password shall be irreversible encrypted with adequate key strength, salted and saved in database. Its accessibility is properly controlled. In any circumstances, the password, either in plaintext or cipher, shall NOT be recorded in log files or temporary files.
- v. Privileged accounts (e.g. ‘root’ in Linux, ‘sa’ in MSSQL server) shall not be used in application capacity which should have segregated accounts for application ownership and application runtime.

The vendor should attach a logical architecture diagram in the proposal.

k. **Termination of Service**

If the service provider fails to deliver the services to the satisfaction of HKSTP, HKSTP may terminate the contract by giving one (1) day prior written notice to the service provider and the payment will be subject to the extent of the work in progress as determined by HKSTP.
1. **Purchase Order Terms & Conditions**
The HKSTP’s Purchase Order Terms and Conditions version dated 4 March 2016 which is available in our Corporation’s website

5. **Payment Terms**
- 30% payment when after quotation is confirmed and service agreement is signed.
- Another 20% after design of prototype is confirmed by HKSTP.
- Another 30% payment after UAT is confirmed and accepted by HKSTP.
- Another 20% payment (full payment) when the job is completed and acknowledged by HKSTP.

6. **Selection Criteria**
   **Proposal Assessment**
Service providers are requested to submit “Technical Proposal” and “Price Proposal” in 2 separate envelopes.

All participating service providers shall be evaluated on the following criteria:
- 70% Technical Capability
- 30% Pricing

**Technical Capability Assessment Criteria (Total: 100%)**

- **Creativity and effectiveness (25%)**
  - Describe creative aspect of the solution design
  - Describe how the technology proposed will help HKSTP achieve its project objectives
- **User-friendliness and suitability (35%)**
  - Describe how the propose solution will cater for our target users need
  - Technical strength or competence of Natural Language Processing (NLP) service provider
- **Company’s background and project experience (25%)**
  - Brief introduction of 2 recent relevant chatbot projects
  - Any project related to A.I.
  - List of clientele
  - HK SME innovation
  - Any other company background information which may bring positive impact to the project
- **Commitment to the project (10%)**
  - Organisation structure of the team who are dedicated to serve HKSTP for this specific project and their respective duties
  - CVs of the team members including backup arrangement
• **Overall quality and completeness of the proposal (5%)**
  o Overall compliance of project requirements stated in the RFP.
  o Gantt chart for entire project delivery schedule

**Evaluation and Award Process**

An assessment panel will evaluate all returned RFP. The bid proposal must meet all essential requirements and achieve required minimum technical score (50% out of 100%) before continuing for consideration.

**Score Calculation Methodology**

**Technical Score:**

Tenderer Technical Score = (Tenderer Point Score / Highest Point Score) x 70%

**Prices Score:**

Tenderer Price Score = (Lowest Price / Tenderer Price) x 30%

**Overall Score:**

Overall Tenderer Score = Tenderer Technical Score + Tenderer Price Score

Tenderer price will be calculated using the tenderer supplied price table. The service provider price is for assessment purpose and does not equal to the eventual contract price.

The selected service provider usually would be the one with the highest overall tenderer score.

7. **Submission of RFP**

   a. Please submit the RFP in two separate sealed envelopes *(both should be signed with authorized signature and company chop)*:

   ▶ **Envelope One (Technical Proposal)**
   
   Technical proposal shall include but not limited to below,
   
   i. Company description of the service provider;
   
   ii. Project team’s structure (CVs. of project members shall be attached);
   
   iii. Proposed design of the UI, architecture and infrastructure for the project;
   
   iv. Sample cases of similar chatbot projects done by the service provider;
   
   v. Project schedule (in Gantt chart format) and deliverables;
   
   vi. Project management and implementation methodologies;
   
   vii. System support and maintenance service areas and methodologies;
viii. Name of Natural Language Processing (NLP) service provider;
ix. Server details, including server types, CPU socket, memory, hard disk details, etc.;
x. In case Cloud server of service provider has to be used, reasons of not using HKSTP’s could server has to be highlighted.
xi. Details of any other services which are not listed in “Scope of Services” of this RFP.

*** The Technical Proposal must NOT contain any price information and HKSTP reserves the right to disqualify any service provider violating this requirement.

Please submit your technical proposal in a sealed envelope and mark the envelope cover “Tender Document for Chatbot Development for HKSTP (Technical Proposal) [Ref no: CDD-MPE-CHATBOT-2018]” and your company name.

❖ Envelope Two (Price Proposal)

Please submit your price proposal in a sealed envelope for each suggested items and mark the envelope cover “Tender Document for Chatbot Development for HKSTP (Price Proposal) [Ref no: CDD-MPE-CHATBOT-2018]” and your company name.

Price table provided in “APPENDIX 1- QUOTATION TABLE” of this RFP shall be used.

b. Submission To:

Hong Kong Science & Technology Parks Corporation
8/F., Bio-Informatics Centre, Hong Kong Science Park,
Shatin, New Territories
Attention: Procurement Department (Tender Box)

c. Submission Deadline:

23 Jan 2018, 12:00noon

Late submissions or submissions that do not address the requesting information will NOT be considered. In the event that a typhoon signal No. 8 or above is hoisted or a Rainstorm Black Warning signal is issued between 9:00am and 12:00noon on the closing date, the RFP closing time will be postponed to 12:00noon on the next working day.
By submitting the proposal to us, the service provider agreed the terms and conditions stated in this Request for Proposal.

8. Project Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receipt of RFP from tenderer(s)</td>
<td>23 Jan 2018</td>
</tr>
<tr>
<td>Presentation of proposals in HKSP (for shortlisted tenderers)</td>
<td>Late Jan /Early Feb 2018</td>
</tr>
<tr>
<td>Confirmation with tenderers on the selection result</td>
<td>Feb 2018</td>
</tr>
<tr>
<td>Design of prototype available</td>
<td>+ 1 month after contract signed</td>
</tr>
<tr>
<td>UAT of Chatbot available</td>
<td>+ 3 months after contract signed</td>
</tr>
<tr>
<td>Completion of Chatbot development (including Admin. Portal)</td>
<td>+ 6 months after contract signed</td>
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</tbody>
</table>

✓ HKSTP reserves the right to change the above project schedule when necessary.

9. Enquiries

Any enquiries relating to this RFP should be directed to Ms. Sue Tsang through email to sue.tsang@hkstp.org or by phone at 852-2629 6636 on or before 19 Jan 2018.

10. Declaration

HKSTP will evaluate technical and price proposal in strict confidentiality. The Corporation is not bound by accepting any technical and price proposal it may receive. It should be noted that the Corporation would not be responsible for the reimbursement of any cost incurred by service provider for the preparation of the submission.

11. Anti-collusion

The tenderer shall not communicate to any person other than HKSTP the amount of any tender, adjust the amount of any tender by arrangement with any other person, make any arrangement with any other person about whether or not he or that other person should or should not tender or otherwise collude with any
other person in any manner whatsoever in the tendering process until the tenderer is notified by HKSTP of the outcome of the tender exercise. Any breach of or non-compliance with this clause by the tenderer shall, without affecting the tenderer's liability for such breach of rules and laws or non-compliance, invalidate his tender.

This clause shall have no application to the tenderer's communications in strict confidence with his own insurers or brokers to obtain an insurance quotation for computation of tender price and communications in strict confidence with his consultants / sub-contractors to solicit their assistance in preparation of tender submission.

(END)
RFP on Chatbot Development for HKSTP0 [Ref no: CDD-MPE-CHATBOT-2018]

APPENDIX 1 - QUOTATION TABLE

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Tasks</th>
<th>Cost (HKD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Chatbot Development</td>
<td></td>
</tr>
<tr>
<td><strong>Features:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Setup of a Natural Language Processing (NLP) service for Cantonese, Mandarin/Putonghua and English.</td>
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<td>- Activity log of user activities</td>
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<td><strong>Languages:</strong></td>
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<td>- Read &amp; Display: Traditional Chinese, Simplified Chinese &amp; English</td>
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<td>- Able to understand Cantonese, Mandarin/Putonghua and English.</td>
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<tr>
<td>- Support speech to text handling.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Platform:</strong></td>
<td></td>
<td></td>
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<tr>
<td>- Facebook Messenger</td>
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<tr>
<td>1.2</td>
<td>NLP Engine Training and Service</td>
<td></td>
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<tr>
<td><strong>Jobs:</strong></td>
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<td>- Training of a NLP service. (For service provider who is able to share existing NLP database, training of NLP service on top of existing data is needed).</td>
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<tr>
<td>1.3</td>
<td>UX &amp; UI Design</td>
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<tr>
<td><strong>Jobs:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Wireframes &amp; Flow design for:</td>
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<tr>
<td>i. Chatbot Conversation UI (CUI)</td>
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</table>
### ii. Art directions

#### 1.4 Project Management

**Jobs:**
- Coordinate with all project team members in project communication and arrangement
- Consolidation of all necessary information
- Ensure quality outcome & achieve target schedule

**Total (Phase 1)**

<table>
<thead>
<tr>
<th>Phase 2</th>
<th>Tasks</th>
<th>Cost (HKD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Administration Portal</td>
<td></td>
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</tbody>
</table>

**Features:**
- Support multiple authority users, including administrator, HKSTP staff, assigned parties / agents
- Push news / information to users manually or by schedule jobs
- Panel for creating new events and event updates
- Panel for new conversation intents and entities
- Dashboard for user activities review
- Interface with HKSTP CRM systems for company directory update

**Training:**
- Two user training sessions of administration portal included.

**Documents to be included:**
- Application administration portal guide (for system administrator, e.g. user id creation, system-wide parameter setup, etc.)
- User guide for administration portal
- Training material for Administration Portal

**Total (Phase 2)**

<table>
<thead>
<tr>
<th>Other Services</th>
<th>Other Services</th>
<th>Cost (HKD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Other necessary services and subscription cost which mentioned in the Technical Proposal (in FIVE years time)</td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td>Maintenance Services</td>
<td>Cost (HKD)</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>4.1</td>
<td>• At least 1 year maintenance service after Phase 2 completed.</td>
<td></td>
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<tr>
<td></td>
<td>• Application software support including troubleshooting, problem fixing and application usage enquiry.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Responsible for deploying necessary fix/patch for the used server software, e.g. Web Server, Application Server, A.I. Server, etc., if applicable.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Provide off-site (unlimited telephone and email service call, and remote access) and on-site support if necessary.</td>
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<tr>
<td>4.2</td>
<td>• The 2\textsuperscript{nd} year maintenance service (Remark 1)</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>• The 3\textsuperscript{rd} year maintenance service (Remark 1)</td>
<td></td>
</tr>
<tr>
<td>4.4</td>
<td>• The 4\textsuperscript{th} year maintenance service (Remark 1)</td>
<td></td>
</tr>
<tr>
<td>4.5</td>
<td>• The 5\textsuperscript{th} year maintenance service (Remark 1)</td>
<td></td>
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**Total (Maintenance)**

<table>
<thead>
<tr>
<th>Total</th>
<th>Sum Total (Total Project Cost)</th>
</tr>
</thead>
</table>

**Remark 1:**
Maintenance cost for 2\textsuperscript{nd}, 3\textsuperscript{rd}, 4\textsuperscript{th}, 5\textsuperscript{th} year will not be included in the contract sum.

**Remark 2:**
If there’s any other breakdown item(s) which shall be included in each section of the quotation table, tenderers shall add the item(s) at the last row of each section and state it clearly in the proposal.

**Terms of Offer:**

<table>
<thead>
<tr>
<th>Validity:</th>
<th>3 months from the date of Closing Date.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remarks:</td>
<td>1. HKSTP reserves the right to request any service provider to make clarification at service provider's own cost to elaborate on the service provider's proposals. HKSTP also reserves the right to request for relevant additional information.</td>
</tr>
<tr>
<td></td>
<td>2. HKSTP reserves the right to disqualify any service provider who fails to make the proposal presentation or to submit the requested additional information within the</td>
</tr>
</tbody>
</table>
time limit and in the manner specified by HKSTP.

3. The above unit rate(s) are inclusive of all costs or charges which the supplier incurs in the provision of the services, including but not limited to the cost of packing, labor and door-to-door delivery (if any).

We offer to provide the Goods and/or Services to HKSTP at the prices quoted in accordance with the requirements and the terms and conditions stated in this Request for Proposal. Acceptance of this offer shall be evidenced by the issuance of a completed Purchase Order by HKSTP.

Authorised Signature: ____________________
Name: ____________________
Name/Title: ____________________
Company Chop: ____________________

Project Contact Person: ____________________
Direct line / Mobile: ____________________
Email: ____________________